

Message Text

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E.O. 11652: N/A

TAGS: BEXP,MX

SUBJECT: OIM TARGET INDUSTRY RESEARCH: FOOD PROCESSING AND
PACKAGING EQUIPMENT; SUMMARY OF BIDS

REF: STATE A-1665, 2/28

SIX BIDS WERE RECEIVED FROM 18 REQUESTS SENT:

1: BATRES, VALDES, WYGARD & ASOCIADOS, S.C.

A. COST, \$3,900 DOLLARS OF 48,750 PESOS

B. 6 PERSONAL INTERVIEWS, 10-15 TELEPHONE, 100 MAILED
QUESTIONNAIRES

C. EXPERIENCE--HAVE CONDUCTED SEVERAL SURVEYS IN THIS AREA.
ONE OF CONSULTANTS WAS WITH LEVER BROTHERS FOOD DIVISION IN
EUROPE, AS WELL AS OTHER COUNTRIES.

2. HAZZARD & ASOCIADOS, S.A. DE C.V.

A. COST, 4,000 DOLLARS OR 50,000 PESOS

B. 40 PERSONAL INTERVIEWS, 100 TELEPHONE AND AT LEAST 80
MAILINGS

C. EXPERIENCE--CARLOS ROJAS, IN CHARGE OF PROJECT, HAS
"CARRIED OUT NUMEROUS STUDIES RELATING TO DAIRY PRODUCTS,
FEEDS", AND OTHERS. PALME, CONSULTANT, HAS ALSO HAD
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EXPOSURE TO FPP STUDIES.

3. C.R. QUICK Y ASOCIADOS

A. COST, 4,700 DOLLARS OR 58,750 PESOS.

B. 50 PERSONAL INTERVIEWS AND 85 MAILINGS.

C. EXPERIENCE--HERB WALLACE, SUPERVISOR OF STUDY, WAS GENERAL MANAGER OF HEINZ IN MEXICO FOR 10 YEARS AND KNOWS FOOD INDUSTRY EXTENSIVELY.

R. A.G. TUNSTALL AND ASSOCIATES

A. COST 3,800 DOLLARS OR 47,500 PESOS.

B. 66 PERSONAL INTERVIEWS.

C. EXPERIENCE--TUNSTALL FOUNDED AND OPERATED A CUSTOM PACKAGING COMPANY IN PHILADELPHIA FOR 5 YEARS AND FIRM HAS MADE STUDIES IN FPP FOR CHEESE AND ALLIED PRODUCTS, AND SOLUBLE COFFEE.

5. CARLOS QUEVEDO PROCEL

A. COST 4,300 DOLLARS NOT INCLUDING TRAVELLING EXPENSES.

B. 47 PERSONAL INTERVIEWS.

C. EXPERIENCE--NONE LISTED FOR FPP.

6. NORRIS AND ELLIOTT, S.A. DE C.V.

A. 12,000 DOLLARS OR 150,000 PESOS.

B. 40 PERSONAL INTERVIEWS.

C. EXPERIENCE--LIMITED.

7. FIRST FOUR HAVE NECESSARY EXPERIENCE FOR JOB. QUICK AND TUNSTALL HAVE BEST ON-THE-GROUND EXPERIENCE, WITH QUICK CONSIDERED NUMBER ONE IN THIS CATEGORY. ON BASIS OF PRICE, RANKING IS UNCLASSIFIED

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TUNSTALL, BATRES, HAZZARD AND QUICK, WITH LATTER 700 DOLLARS ABOVE NEXT BIDDER, PROBABLY BANKING HEAVILY ON EXTENSIVE EXPERIENCE OF HEAD SUPERVISOR, HERB WALLACE. INTERVIEWS ARE RANKED TUNSTALL WITH 66, QUICK WITH 50, HAZZARD WITH 40 AND BATRES WITH 36. SPECIFIC RECOMMENDATION DIFFICULT SINCE MOST QUALIFIED IS BIDDING TOO HIGH AND LOWEST BIDDER, WHILE POSSESSING EXPERIENCE, HAS LIMITED EXPOSURE TO MEXICAN MARKET. BEST PRESENTATION IS BATRES AND THEY ARE SECOND LOWEST BIDDER, BUT

ALSO HAVE LOWEST NUMBER OF INTERVIEWS. ON OVERALL BASIS, FIRST
RECOMMENDATION IS BATRES, FOLLOWED BY TUNSTALL, HAZZARD AND QUICK.
HIGH PRICE QUOTED BY QUICK IS MAJOR IMPEDIMENT TO THEIR SELECTION
AS NO. 1. IF PRICE WITHIN BUDGET, SUGGEST THEY BE GIVEN TOP
CONSIDERATION.
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